

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

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R 141600Z JUL 78

FM AMEMBASSY BELGRADE

TO USDOC WASHDC

INFO SECSTATE WASHDC 7237

AMCONSUL ZAGREB

AMCONSUL MILAN

UNCLAS BELGRADE 5212

MILAN FOR TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: FY1980 PROMOTION EVENT SCHEDULE

REF: (A) BELGRADE 5146 (B) STATE 126566

1. EMBASSY/CONGEN HAVE NO SERIOUS PROBLEMS WITH EVENTS PROPOSED IN PARA (2) REFTEL (B). MAY DATE FOR ENERGY SYSTEMS TSS IS FINE. HOWEVER TIMING OF BI-AM IS INCONVENIENT. WE HAVE JUST BEEN INFORMED THAT BI-AM WILL BE FROM JUNE 2 - JUNE 8, 1980. BI-AM WILL THUS COINCIDE WITH USYEC MEETING NORMALLY HELD IN FIRST WEEK JUNE IN DUBROVNIK. WHILE BEING INVOLVED IN TWO IMPORTANT EVENTS SIMULTANEOUSLY MAY CAUSE SOME PROBLEMS WE BELIEVE WE HAVE ADEQUATE STAFF TO EFFECTIVELY COVER BOTH.

2. IN RESPONSE TO PARA (3) REFTEL (B) EMBASSY REPRESENTATIVE SPOKE WITH REPRESENTATIVES OF INVEST-IMPORT, MASINOKOMERC AND MASINOSAVEZ (THE YUGOSLAV MACHINE TOOL ASSOCIATION). ALL GIVE BI-AM VERY HIGH MARKS. THEY CONSIDER BI-AM TO BE A VERY EFFECTIVE SPECIALIZED SHOW WHICH HAS BECOME A TRULY INTERNATIONAL MACHINE TOOL EXPOSITION. AT THE FOURTH BI-AM UNCLASSIFIED

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IN JUNE 1978 THERE WERE 370 EXHIBITORS, OF WHICH 20 WERE YUGOSLAV, UTILIZING 14,000 SQUARE METERS. MOST FOREIGN EXHIBITORS WERE FROM WEST GERMANY AND SWITZERLAND. ATTENDANCE WAS FINE AND SALES OF ITEMS BEING EXHIBITED WERE GOOD THANKS TO A SPECIAL FOREIGN EXCHANGE ALLOCATION TO THE EXHIBITION. HELD CONCURRENTLY WITH THE EXHIBITION WERE HIGHLY REGARDED RELATED SEMINARS AND SYMPOSIA.

3. WE DO NOT REPEAT NOT BELIEVE ENERGY SYSTEMS TSS
WOULD BE REDUNDANT. TSS SHOULD BE EFFECTIVE FOLLOW-UP TO
PREVIOUS SEPTEMBER DISPLAYS AT ZAGREB FALL FAIR PROVIDED
CARE IS TAKEN IN SELECTING TSS PARTICIPANTS AND SPECIFIC
PRODUCT LINES.

4. THERE FOLLOWS A TENTATIVE LIST OF FY-1980 MARKETING
EVENTS. THIS IS BASED ON PRELIMINARY FY-80 CCP DRAFT
SUBMITTED IN REFTEL (A) AND ON EVENTS SUGGESTED IN
REFTEL (B).

U.S. EXHIBITION - LJUBLJANA - MODERN ELECTRONICS
EXHIBITION - OCT. 1979;

ENERGY SYSTEMS TSS - SITE UNDETERMINED - MAY 1980;
U.S. EXHIBITION - ZAGREB - BI-AM MACHINE TOOL EXHIBITION -
JUNE 1980;

ANNUAL USYEC MEETING - DUBROVNIK - JUNE 1980 - EMBASSY/
CONGEN WILL PROBABLY HAVE TO PROVIDE SOME ADMINISTRATIVE
SUPPORT;

U.S. EXHIBITION - ZAGREB - ZAGREB FALL FAIR - SEPTEMBER
1980 - WOULD INCLUDE A PORTION DEVOTED TO WORD PROCESSING
EQUIPMENT;
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MEDICAL TECHNOLOGY TSS - SITE AND TIMING UNDETERMINED;
PLASTIC MAKING AND PROCESSING EQUIPMENT - SITE AND
TIMING UNDETERMINED.
EAGLEBURGER

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NNN

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